

ORDER



Orders
Order / Rev: 170041
Alt Order #:
Product Desc:
Estimate: 68 (50+)
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Ave Ste 306
 Towson, MD 21286-1002

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: 60 Plus Association
Demographic: A25-54
Product Codes: PL2
Priority: 1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	30	\$35,150.00	\$29,877.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	30	\$35,150.00	\$29,877.50	0.00
Totals	30	\$35,150.00	\$29,877.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$35,150.00
Market	100%	\$140,600.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$35,150.00
KMSP	25%	\$35,150.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$35,150.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/01/12	11/05/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--- 1---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- 1---			1		\$1,000.00		0.00				
		Week: 11/05/12	11/11/12	-----			0		\$1,000.00		0.00				
N 2	M	11/01/12	11/05/12	M-F GMA M-F GMA	CM	7-9a	1-- 1---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N 2	M	11/01/12	11/05/12	M-F GMA M-F GMA	CM	7-9a	1--1---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N 3	M	11/01/12	11/05/12	M-F Midday News M-F Midday News	CM	11a-12p	1--1---	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$350.00		0.00			
N 4	M	11/01/12	11/05/12	M-F 3-4p Twin Cities Live	CM	3-4p	1--1---	:30	2	\$225.00	2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$225.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$225.00		0.00			
N 5	M	11/01/12	11/05/12	M-F 4-430p Millionaire	CM	4-430p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 6	M	11/01/12	11/05/12	M-F 430-5p News 430p News	CM	430-5p	1--1---	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 7	M	11/01/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--1---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 8	M	11/01/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--1---	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 9	M	11/01/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--1---	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 10	M	11/01/12	11/05/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1---1--	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$2,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,100.00		0.00			
N 11	M	11/01/12	11/05/12	M-F 1102p News thru 1102p M-F 1102p News	CM	1102-1132p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 12	M	11/01/12	11/05/12	Sa 6-7a Sat 6a News	CM	6-7a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$1,000.00		0.00			
N 13	M	11/01/12	11/05/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$1,000.00		0.00			

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N 14	M	11/01/12	11/05/12	Sat 8-9a Sat 8-9a News	CM	8-9a - - - - - 1 -	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1 -		1			\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 15	M	11/01/12	11/05/12	Su 6-7a Sun 6-7a News	CM	6-7a - - - - - 1	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1		1			\$500.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 16	M	11/01/12	11/05/12	SU GMA Su GMA	CM	7-8a - - - - - 1	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1		1			\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 17	M	11/01/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a - - - - - 1	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1		1			\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 18	M	11/01/12	11/05/12	Su 530-6p Su 530-6p News	CM	530-6p - - - - - 1	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1		1			\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 19	M	11/01/12	11/05/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p - - - - - 1	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1		1			\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	- - - - - - -		0			\$1,000.00		0.00			
N 20	M	11/05/12	11/05/12	M-F 6-7a News M-F 6-7a News	CM	6-7a M - - - - -	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M - - - - -		1			\$1,000.00		0.00			
Totals													30	\$35,150.00